

Ciro Pennino

Master Electrical Contractor

1805 Princeton St. ♦ Metairie, LA 70003

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Candidate: Senior Field or Operational Manager – Electrical Services

TECHNICIAN TRAINING ♦ SALES & MARKETING LEADER ♦ OPERATIONS OVERSIGHT

Demonstrated success in service delivery, managing jobs, training technicians, and motivating crews.

Proven Electrical Contractor with the ability to establish positive customer & staff relationships, improve market share via upselling, oversee operations & marketing, and rapidly generate improved business results.

EXPERIENCE & ACCOMPLISHMENTS

Founder & General Manager (2000-Present)

Founded, built, and grew Trinity Home Services from a sole contractor to a successful operation featuring qualified technicians and crews offering a full-service portfolio of residential & light commercial electrical services throughout the Greater New Orleans market.

Marketing Consultant (2018-Present)

Launched an innovative marketing and promotional services firm, initially generating in-house marketing support to Trinity Electric, carefully choosing studios, talent, vendors & copywriters to create Web Landing Pages, Social Media Ads & Custom Jingle Production.

Electrician (1986-1999)

Duties and responsibilities included troubleshooting high voltage, power systems, lighting systems, power basics, and motor controls. Following apprenticeship, worked in projects for heavy commercial & light industrial applications. Obtained Louisiana State Electrical Contractors License.

Training & Knowledge (1992-Present)

Journeyman Training: Grounding, Bonding | Analysis of NEC Code Change | Mentorship Online Training | Total Immersion | Contractorselling.com | Goldman Sachs 10K Small Businesses Graduate | Generac Generators Certified Technician | EPA Lead Renovation Certified | OSHA 30 Hour Certified | Various Licenses

Technical, Operations & Sales Management skill set, proven expertise and leadership ability to educate, inspire, and motivate staff, turn around underperforming teams and crews, oversee critical deadlines and projects, and creatively solve customer service & business challenges. Leverage knowledge of regional markets & electrical technology trends to drive new business. Licensed, insured. Excellent personal & professional references.

Proven Field & Classroom Electrical Training Experience
Sales, Marketing & Business Development Skill Set
Proven High-Dollar Revenue Generation
Best Practices in Electrical Services
Perfect Job Safety Record

CAREER EXPERIENCE

General Manager / Founder | 1999-Present

TRINITY HOME SERVICES | dba TRINITY ELECTRIC | Kenner, LA

- Founded & launched a successful residential and light commercial HVAC and electrical services firm serving Greater New Orleans.
- As a Master Electrical & Mechanical Contractor and Louisiana State-Licensed Contractor, skilled in NEC, Codes & HVAC technologies.
- Manage office by implementing systems, policies, and procedures for customer relationship management and operational excellence.
- Oversee dispatching and qualifying of customer calls to close sales and offer add-ons consistently.
- Utilize industry-specific software, as well as QuickBooks, ESC, CKS, NSPG, and MS Office, and customized spreadsheets.
- Customized and developed new Service Call Procedures & Systems that dramatically increased close ratio on sales and service.

Marketing Consultant / Founder | 2018-Present

MY MARKETING MAN, LLC | Metairie, LA

- Created a new in-house advertising & marketing firm to boost sales and generate social & traditional media “buzz” for Trinity Electric.
- Offered area small businesses a wide range of marketing solutions including Custom Jingles, Landing Pages, and Online Advertising.
- Built a production studio, hired and trained staff, contracted with talent, developed intellectual property, and managed business.

Electrician | 1986-1999

IBEW LOCAL #130 | SECO INDUSTRIES | MID SOUTH CONTR. | New Orleans, LA

- Promoted from apprentice to electrician based on work in heavy commercial and light industrial environments.
- Earned Louisiana Electrical Contractors License and study the NEC. Skilled in high voltage, power-lighting systems, and motor controls.
- Performed installations, maintenance, and troubleshooting. Skilled in lock out and tag out procedures and OSHA regulations.